University of Plymouth

Faculty of Business

Plymouth Business School

Programme Specification

BSc (Hons) Cruise Management
Programme Code 3697

Final Approved Version
August 2018

1. **BSc (Hons) Cruise Management**

    Final award title
    BSc (Hons) Cruise Management

    UCAS code   N854
    JACS code   N800

2. **Awarding Institution:**   University of Plymouth

    Teaching institution(s):   University of Plymouth

3. **Accrediting body**(ies)   Institute of Hospitality

    Summary of specific conditions/regulations: none

    Date of re-accreditation: August 2019

4. **Distinctive Features of the Programme and the Student Experience**

A three years full time or four years sandwich course which includes optional industrial placement. The BSc (Hons) Cruise Management programme aims to enable students to gain a thorough understanding of this unique employment area and have a critical awareness of the issues that underpin best practice. In addition, the programme enables students to develop vocationally relevant managerial skills needed for employment.

'Real world' assessment – through problem and work-based learning, fieldwork opportunities and cruise ship visits, students gain experience by working on live briefs with industry partners that include, cruise ship, hospitality and tourism-based roles, to gain greater insight into workplace environments.

International outlook - Placements may be available with a number of Cruise brands including Celebrity Cruises, P&O Cruises and Royal Caribbean Cruise Lines. Students work closely with a tutor to identify the most appropriate type of work experience.

5.   Relevant QAA Subject Benchmark Group(s)

Students will have a comprehensive knowledge of hospitality (in line with the national benchmark for **hospitality**, contained within the 'Events, Hospitality, Leisure, Sports and Tourism' subject benchmarks, 2016) with areas of specialisation determined by choice of project work. See the Threshold Benchmark statement (Appendix 1) and the Subject Benchmark and Module Skills Map (Appendix 2)

For more information (can be seen) on Subject Benchmarks, please refer to:
http://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-events-hospitality-leisure-sport-tourism-16.pdf?sfvrsn=159df781_6

6.   Programme Structure

BSc Cruise Management (CM)			
Students will study over three years, at three levels, one for each year of study. All modules are 20 credits except the Honours Project			
	Stage 1 / Level 4	**Stage 2 / Level 5**	**Stage 3 / Level 6**
Core modules sem 1	Introduction to Sustainable Hospitality Management (HTM129) 4 week	Business Development and Revenue Management (HTM244)	Managing Service Innovation (HTM322)
	Hospitality Operations (HTM141)	Contemporary Business Management for Hospitality Organisations (HTM234) Plus, one option module	Hospitality Dynamics (HTM333)
	Cruise & Maritime Operations (HTM102)		Honours Project (40 credits) (HTM314) AY
Core modules sem 2	Special Interest Tourism (HTM1002PP) PLY+ 4 week	Cruise Operations and Passenger Services (HTM 245)	Cruise Operations Continuity Planning (HTM311)
	Facilities and Resource Management (HTM139) Plus, one option module	Food and Drink Management (HTM 232)	Honours Project (40 credits) (HTM314) AY
		Hospitality Tourism and Events Research Methods (HTM238)	Plus, one option module
Option modules You will choose **ONE** further module for each	Language/ English for Academic Purposes (EAP) AY	Language/ EAP AY	Language/ EAP AY

stage	Food Safety for the Hospitality Industry (HTM121) (Sem 2)	Contemporary Food Concerns (HTM233) (Sem 1)	Business Strategy for Tourism and Hospitality (HTM325) (Sem 2)
		Tourism, HR and Competitive Advantage (HTM242) (Sem 1)	Leadership (Sem 1) (HTM 339)
	Career Investment Programme 1 (HTMP100) AY*	Career Investment Programme 2 (HTMP202) AY*	Entrepreneurship (HTM337) (Sem2)
			Career Investment Programme 3 (HTMP301) AY*
You may also choose to take a further Work Experience year, leading to an additional qualification, the Certificate of Industrial Experience between stage 2 and 3. *non-credit bearing.			

7.   Programme Aims

All Tourism and Hospitality programmes provide students with the opportunity to:

1. demonstrate knowledge, aims and understanding of those disciplines relevant to their programme of study;

2. develop capabilities of analysis, synthesis and evaluation appropriate to their level of study;

3. work effectively both as individuals and team members;

4. plan and manage learning;

5. apply knowledge, understanding and skills to the solution of problems relevant to their discipline(s);

6. communicate effectivley;

7. apply appropriate practical and IT skills.

In addition, for BSc (Hons) Cruise Management students, the programme provides them with the opportunity to:

8. use technical and interpersonal skills and knowledge to propose and evaluate practical and theoretical solutions to complex problems in the core areas of hospitality, tourism and the cruise industry;

9   recognise and value the centrality of the cruise consumer and meet and

respond to their needs;

10 identify and respond appropriately to the diversity that prevails within the cruise industry in relation to stakeholders such as: cruise consumers, cruise employees, cruise organisations, government and external agencies;

11 evaluate and apply, within the hospitality or tourism context, appropriate theories and concepts from the generic management areas of: operations management, finance and management accounting, human resources and organisational behaviour, services marketing, information systems and technology, strategic management and tourism management;

12 analyse and evaluate the defining characteristics of cruise management as a phenomenon;

13 analyse and evaluate the business environment and its impact on the cruise industry.

8. Programme Intended Learning Outcomes

8.1. Knowledge and understanding

On successful completion graduates should be able to:

1) evaluate critically, from a strategic perspective, the interaction of hospitality systems within the business environment;
2) evaluate critically the complex interaction of the hospitality customer, the hospitality employee, and the hospitality resource;
3) demonstrate an understanding of the underpinning principles of business and the ability to apply them creatively;
4) apply learning and understanding of food operations to meet the needs of society, industry and consumers for high quality, safe and innovative food products;
5) integrate subject specific knowledge and transferable skills to develop a specialism in depth, conduct a research investigation, and effectively report the findings.

8.2. Cognitive and intellectual skills

On successful completion graduates should be able to:

1) analyse new and/or abstract information and situations without guidance, using a range of appropriate techniques;
2) transform abstract information and concepts towards a given purpose;
3) critically evaluate evidence to support conclusions and/or recommendations, reviewing its reliability, validity and significance;
4) deal with contradictory information and identify reasons for contradictions;

5) be confident and flexible in defining complex problems and apply appropriate knowledge and skills to their solutions

8.3. Key and transferable skills

On successful completion graduates should have developed the ability to evidence:

1) Transferable communication skills
2) Interpersonal and team working skills
3) Self-management and professional development skills
4) ICT skills
5) Numeracy skills

8.4. Employment related skills

On successful completion graduates should have developed:

1) Problem solving and research methods skills
2) An understanding of a variety of common responses to gather relevant information
3) Learning skills (reflection/evaluation, synthesis)

8.5. Practical skills

On successful completion graduates should have developed:

1) Presentation and oral communication skills
2) Written Communication skills
3) Computer and Information Management Technology Skills

9. Admissions Criteria, including APCL, APEL and DAS arrangements

All applicants must have GCSE (or equivalent) Maths and English at Grade C or above.

Entry Requirements for BSc (Hons) Cruise Management	
A-level/AS-level	Normal minimum entry requirements are 96 points from a minimum two A-levels, excluding General Studies
BTEC National Diploma/QCF Extended Diploma	Overall merit profile to equate to 96 points
Access to Higher Education at level 3	Access to HE Diploma at Level 3 - pass required with at least 33 credits at merit/distinction

Welsh Baccalaureate	96 points
Scottish Qualifications Authority	96 points
Irish Leaving Certificate	Passed at Higher Level - acceptable only when combined with other qualifications
International Baccalaureate	26 IB Diploma points to Inc. 4 at any subject at higher level If overseas and not studying English within IB, must have IELTS 6.0 overall, with 5.5 in all other elements.
Management, Government and Law (Foundation Route for Specified Qualification)	Pass

Other qualifications may be accepted for entry; information is provided on Programme Course pages specifying what these are and the level at which they need to be achieved.

10. Progression criteria for Final and Intermediate Awards
Certificate, Diploma, and Ordinary generic awards can be given in line with University regulations

11. Exceptions to Regulations None

12. Transitional Arrangements n/a

13. Mapping and Appendices:

13.1. ILO's against Modules Mapping
See appendices 1 and 2

13.2. Assessment against Modules Mapping
A range of assessment is used within the programmes, as is exemplified in the attached assessment plan. Information about assessments and their weightings is provided in the 'Hello Document', issued at the beginning of a module, and in each module descriptor. The mix of assessment includes set essays and reports. In addition, students will also be assessed through individual and group presentations and short answer tests. Coursework assignment briefs provide students with instructions and further guidance on how to complete assessments successfully, as many of the assessments are problem or work based assessments which require students to develop an understanding of the sector.

At level 4, the modules generally use the more traditional form of assessment focused on developing the skills related to knowledge and understanding, numeracy, technology, and communication (written and oral).The strategies used include assignments based on calculation/interpretation of data, literature searches and summarising information, and unseen written examinations that assess the basic understanding of core material.

At level 5, examples of assessment strategies include oral and visual presentations, a greater emphasis on correct and full referencing, and a more critical awareness and understanding of research methodologies. Students are expected to be more independent in their study, but co-operation within groups is also encouraged.

At level 6, assignments will require more in the way of analytical/problem solving abilities; substantial research including primary research is expected for written assignments; personal reflection to analyse self and own development is also encouraged as an aspect of assessed work. Case studies involving real life or hypothetical situations are also a key element of an important aspect of level 6 work.

13.3. Skills against Modules Mapping

See appendices 1 and 2

13.4. Appendices

Appendix 1: The subject specific benchmark statements for Hospitality
Appendix 2: Generic skills assessed in each core module and subject benchmarking map
Appendix 3: Programme outcomes mapping
Appendix 4: Assessment-module Mapping

Appendix 1: The subject specific benchmark statements for Hospitality (cruise) include being able to: -

Code	
A	Critically reflect upon the origin, meanings and development of hospitality management and leadership
B	Analyse and reflect on the different cultural concepts of hospitality
C	Demonstrate a critical awareness of the boundaries of hospitality
D	Operate and manage human and technical resources
E	Apply theory to the solution of complex problems within the core areas of hospitality
F	Analyse and evaluate food, beverage and/or accommodation service systems, their implementation and operation
G	Evaluate and apply theories and concepts in operations management
H	Evaluate and apply theories and concepts in finance and management accounting
I	Evaluate and apply theories and concepts in Human Resources and Organisational Behaviour
J	Evaluate and apply theories and concepts in services marketing, digital marketing and consumer behaviour
K	Evaluate and apply theories and concepts in information systems and technology
L	Evaluate and apply theories and concepts in strategic management
M	Display an insight into the structure of the hospitality industry and the contribution that it makes to the global economy
N	Analyse and reflect upon the environmental influences and sustainability issues which impact on hospitality organisations
O	Evaluate the factors which influence the development of organisations operating within the hospitality industry
P	Review and analyse the political, technological, social, and economic factors which affect the supply of and demand for hospitality.
Q	Understand and apply the theories and concepts underpinning consumer behaviour within the hospitality context
R	Analyse the needs and expectations of different hospitality consumers and develop appropriate responses
S	Analyse the quality of the service encounter and its impact on the hospitality consumer and the service provider.
T	Identify and respond appropriately to the diversity that prevails within the hospitality industry in relation to stakeholders including hospitality consumers, employees and organisations and government and external agencies

Appendix 2:   Generic skills assessed in each core module and subject benchmarking map

Level 4

Subject Benchmark	Module	Knowledge base	Ethical issues	Analysis	Synthesis	Evaluation	Application	Group working	Learning resources	Self-evaluation	Info Mgt	Autonomy	Communications	Problem solving	Application of skills	Autonomy in skills use
A, B, G, H, I, M, R, T	Hospitality Operations	A		A	A			A	A	A	A		A			
B, C, E, J, M,	Special interest tourism	A	A	A		A	A	A			A		A	A	A	
D, M, Q, R, S, T	Cruise & Maritime Operations	A		A		A			A		A		A			
A, D, E, F, G, H, O, R, S, T	Facilities and Resource Management	A		A		A							A			
A, B, C, E, F, G, M, N, O, P, R, S, T	Intro to sustainable Hospitality Management	A	A	A	A	A	A	A			A	A	A	A	A	A

Level 5

Subject Benchmark	Module	Knowledge base	Ethical issues	Analysis	Synthesis	Evaluation	Application	Group working	Learning resources	Self-evaluation	Info Mgt	Autonomy	Communications	Problem solving	Application of skills	Autonomy in skills use
A, E, T	Tourism Hospitality & Events Research Methods	A	A	A	A	A	A				A	A	A		A	A
A, B, C, E, G, H, I, O, S, T	Contemporary Business Management for Hospitality Organisations	A		A		A	A	A			A		A	A		
A, B, C, E, F, P, Q, R, S, T	Cruise Operations & Pax Services	A	A	A		A			A	A	A		A			
A, D, E, G, H, I, J, T	Business Development and Revenue Management	A		A		A	A	A			A		A			
D, E, F, G, H, J, N, O, P, S, T	Food and Drink Management	A	A	A	A	A	A	A		A		A	A	A	A	A

Level 6

Subject Benchmark	**Module**	Knowledge base	Ethical issues	Analysis	Synthesis	Evaluation	Application	Group working	Learning resources	Self-evaluation	Info Mgt	Autonomy	Communications	Problem solving	Application of skills	Autonomy in skills use
B, C, E, T	Honours Project	A	A	A	A	A	A		A	A	A	A	A	A	A	A
E, I, L, M, N, O, P, T	Business Strategy for Tourism and Hospitality	A	A	A		A	A			A	A	A	A	A	A	A
B, C, E, G, J, O, R, S, T	Managing Service Innovation	A	A	A	A	A			A	A	A		A	A		
D, E, F, G, J, K, N, O, R, S, T	Cruise Operations Continuity Planning	A	A	A	A	A		A	A		A				A	A

Appendix 3: (Honours degree level) BSc Cruise Management

Programme Intended Learning Outcomes Map	Honours Degree Level		
Core Programme Intended Learning Outcomes (as worded in the Programme Specification)	**Aim**	**Subject Benchmark**	**Related Core Modules**
Knowledge/ Understanding On successful completion graduates should be able to: 1) evaluate critically, from a strategic perspective, the interaction of hospitality systems within the business environment; 2) evaluate critically the complex interaction of the hospitality customer, the hospitality employee, and the hospitality resource; 3) demonstrate an understanding of the underpinning principles of business and the ability to apply them creatively; 4) apply learning and understanding of food operations to meet the needs of society, industry and consumers for high quality, safe and innovative food products; 5) integrate subject specific knowledge and transferable skills to develop a specialism in depth, conduct a research investigation, and effectively report the findings.	1, 8, 9, 10	A, B, G, H, I, M, R, T	HTM102 HTM129 HTM141 HTM139 HTM1002PP HTM245 HTM234 HTM238 HTM232 HTM314 HTM322 HTM311
Cognitive and Intellectual Skills On successful completion graduates should be able to: 1) analyse new and/or abstract information and situations without guidance, using a range of appropriate techniques; 2) transform abstract information and concepts towards a given purpose; 3) critically evaluate evidence to support conclusions and/or recommendations, reviewing its reliability, validity and significance; 4) deal with contradictory information and identify reasons for contradictions; 5) be confident and flexible in defining complex problems and apply appropriate knowledge and skills to their solutions	2, 5, 11, 12	B, C, E, F, G, N, O, T	HTM141 HTM129 HTM102 HTM234 HTM245 HTM311 HTM322

Transferable and employment-related skills
 	
On successful completion graduates should have developed the ability to:
 	
  1) study independently, set goals, manage their own workloads and meet deadlines
  2) interact effectively with others, for example through collaboration, collective endeavour and negotiation
  3) anticipate and accommodate change, and work within contexts of ambiguity, uncertainty, and unfamiliarity
  4) identify personal strengths and needs
  5) investigate and articulate ideas and information comprehensibly in visual, oral and written forms
	3, 4, 6	D, M,	HTM141
			HTM102
			HTM244
			HTM311
			HTM314
			HTM333

Employment related skills
 	
On successful completion graduates should have developed:
 	
  1) The confidence and ability to liaise effectively with professional practitioners/individuals and organisations
  2) The ability to respond to proposals and subsequently plan, time manage and organise projects
  3) An awareness of appropriate codes of practice in the professional context
  4) The ability to develop existing skills and acquire new competences mapped across PDP processes, enabling students to assume professional responsibilities and prepare for career pathways
  5) The ability to demonstrate independent thinking, to take on responsibility and decision-making
	1, 3, 8, 10, 12	B, S, R	HTM141
			HTM102
			HTM245
			HTM238
			HTM314
			HTM311
			HTM322

Subject specific/practical skills
 	
On successful completion graduates should have developed:
 	
  1) An understanding of the requirements of professional practice within their chosen field
  2) The ability to realise their intentions through the articulation of ideas and responses in appropriate forms
  3) The ability to present work to an audience/client in a coherent and professional manner
	5, 6, 8, 11,12, 13	K, L, M, N, O, P, Q, R, R, S, T	HTM245
			HTM234
			HTM238
			HTM311
			HTM314

Appendix 4: Assessment Module Mapping BSc Cruise Management

BSc Cruise Management (CM)	Stage 1/ Level 4	
Core Modules	*Coursework (essay, report, case study)*	*Practical (presentation)*
HTM129 Introduction to Sustainable Hospitality Management	*Report* *Report*	
HTM141 Hospitality Operations	*Essay* *Report*	
HTM102 Cruise and Maritime Operations	*Report* *Essay*	
HTM1002PP Special Interest Tourism	*Portfolio*	
HTM139 Facilities and Resource Management	*Report*	*Presentation*

BSc Cruise Management (CM)	Stage 2/ Level 5		
Core Modules	*Coursework (essay, report, case study)*	*Test*	*Practical (presentation)*
HTM 244 Business Development and Revenue Management		*In-class test*	*Presentation*
HTM234 Contemporary Business Management for Hospitality Organisations	*Report (linked to in-class presentation)*	*In class test*	
HTM245 Cruise Operations and Passenger Services	*Report* *Report (with associated presentation)*		
HTM232 Food and Drink Management	*Report* *Report*		
HTM238 Hospitality, Tourism and Events Research Methods	*Qualitative Methodology Exercise*		*SPSS Exercise*

BSc Cruise Management (CM)	Stage 3/ Level 6	
Core Modules	***Coursework (essay, report, case study)***	***Practical (presentation)***
HTM322 Managing Service Innovation	*Essay* *Seminar*	
HTM333 Hospitality Dynamics	*Literature review (with linked presentation)* *Report*	
HTM314 Honours Project	*Literature review* *Project report*	
HTM311 Cruise Operations Continuity Planning	*Report* *Website project*	